



ALUMINIUM

is Nature's own Food metal

FOR ALL HEALTH

—*use* **ALUMINIUM**
cooking utensils

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What change has there been of recent years in cooking and cooking utensils?

It will not be denied by anyone who did any cooking say thirty years ago, that there has been a radical change, both as to the time taken and the type of utensil used. For this there are many reasons, the two most important being—

First, cooking like every other activity has been “speeded up.” Gone are the good old days when the roast was done on a spit in front of the fire. We have less time available for the preparation of meals and have had to seek out the means to speed up cooking. Hence the ever-increasing use of **ALUMINIUM** utensils.

Secondly, “Votes for Women!” This may seem a far cry from cooking, but let us see.

Within the last thirty years, an eventful and far-reaching change has influenced every woman’s life.

There has been a loosening of the shackles in every direction. It has influenced even cooking. “Labour saving” has for many years now been an essential quality

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in any device or appliance seeking women's approval. The kitchen is fast becoming a happy place for light duties, and no longer is a prison for hard labour. Amongst other changes, the old and heavy cooking utensils have been replaced by the lighter, brighter and easier-to-clean ALUMINIUM utensils. Seldom now does one see old-fashioned utensils in a modern kitchen. ALUMINIUM utensils have taken their place in every well ordered home.

In short, this is an age of
ALUMINIUM cooking
utensils.



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For a moment let us review the list of advantages so far offered to us by the use of **ALUMINIUM** utensils. They are—

1. *Rapid heating.* ALUMINIUM is a superior heat conductor. This means quicker cooking and the consequent use of less fuel, which in turn means more time to give to leisure, and a saving of money.
2. *Labour saving.* ALUMINIUM utensils are light to handle, and easy to clean. They are the brightest and the best to look at.

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Man is constantly finding that Nature in her great wisdom has provided for us in the most unexpected places. For years, man used coal unaware of the great derivatives it could yield—the base for beautiful perfumes, or the dyes to make our possessions so colourful.

For years no one suspected that pitch blende contained the world's most valuable metal, until one day Madame Curie discovered Radium.

Nature has long kept hidden many of her secrets for man's well-being and only yields to the patient work of scientific research.



The chromium plating of ALUMINIUM as this picture shows, makes beautiful tableware, requiring no cleaning and always looking its best.

Amongst these secrets is the story of **ALUMINIUM**. For centuries, no one suspected that one-eighth of the Earth's crust was formed of ALUMINIUM compounds. Primitive man first made cooking utensils of baked clay, little suspecting that one-eighth of his handiwork was ALUMINIUM in some form or another.

As recently as 1855 there was exhibited at the Paris Exhibition of that year a sample of "Silver made from clay!"

Yet here we are, eighty odd years later with all our cooking utensils produced from the "silver made from clay."

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So widely does ALUMINIUM enter into Nature's plan, that it may well be its presence is a definite necessity to life itself.

What do you say? How widely *does* ALUMINIUM enter into Nature's plan? Well, to answer that would take rather more space than we have got, but just look at this list:—

(i) Each ear of golden grain carries a quota of **ALUMINIUM**.

(ii) It is in the food we always eat and the water we always drink.

(iii) Neither man, nor beast nor vegetable life can avoid it.

(iv) According to a report of the Pasteur Institute, **ALUMINIUM** is present in the following parts per million in the following foods:—



GREEN CABBAGE

22.70 PARTS OF ALUMINIUM



GREEN LETTUCE

14.30 PARTS OF ALUMINIUM



RAW CARROTS

3.80 PARTS OF ALUMINIUM

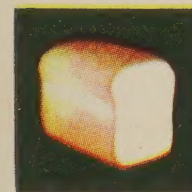


WHOLE WHEAT

3.45 PARTS OF ALUMINIUM



APPLES 1.50 PARTS OF ALUMINIUM
PERHAPS THAT IS WHY "AN APPLE A
DAY KEEPS THE DOCTOR AWAY"



WHEAT FLOUR

0.70 PARTS OF ALUMINIUM

Is this list convincing, or would you like more? If so, study the illustration on the following page.

they all contain



MILK
BREAD
ORANGES
APPLES

EGGS
PEAS
BANANAS
CURRANTS

STRA
PLUM
RAIS

ALUMINIUM



ERRIES

CHERRIES
SUGAR
TOMATOES
RICE

BEEF
BEANS
POTATOES
BEETS

Authoritative and international support for **ALUMINIUM**

The foregoing by no means exhausts the list of foods containing **ALUMINIUM**.

And to think that just over 100 years ago this vital element was undiscovered!

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Since Nature in her infinite wisdom has seen fit to surround us with ALUMINIUM to such a marked degree, it may well be assumed, as we have said before, that it is a necessity to life itself.

And if Nature has seen fit to introduce ALUMINIUM to all our foods, it follows that we may well be serving the proper ends of better health if we use ALUMINIUM for the vessels in which to cook that food.

Is there any authoritative support for this supposition? Yes, there is authoritative and international support. Here are a few selections :—

“THE BRITISH MEDICAL JOURNAL” :—

*ALUMINIUM IS THE BEST METAL NEXT
TO GOLD OR PLATINUM FOR CULINARY
UTENSILS. IT IS BETTER THAN SILVER. . .”*

Dr. Herman N. Bundesen, President of the American Public Health Association, says :—

“ cooking such foods as vegetables in

ALUMINIUM cookers is one of the best methods to use, *since it prevents loss of vitamins.*"

Dr. Hamel, President of the Board of Health of the German Republic, says:—

"There can be absolutely no objection to ALUMINIUM from the standpoint of hygiene."



Practically every Hospital in Great Britain uses ALUMINIUM utensils.

Dr. L. H. Lampitt, in a paper "The Scientific Aspect of the preparation of food," read at the meeting of the British Association in Blackpool on Tuesday, 15th September, 1936, says:—

"Unfortunately, the voice of the 'scaremonger' is often heard. We have had the perfectly ridiculous example of the campaign against ALUMINIUM. One can say quite definitely that there is not a shadow of scientific proof that the amount of ALUMINIUM picked up by goods cooked or prepared in ALUMINIUM utensils is at all harmful when the food is ingested—in fact the evidence is that it is harmless. . . ."

To this evidence in support of the use of ALUMINIUM utensils on health grounds we could add much more.

Extensive research has centred round the application of **ALUMINIUM** for cooking utensils, and scientific experts definitely support its use.



Every new development has its opponents, and it is not surprising that the rapid progress of ALUMINIUM has not been exempt from this general rule.

But here, as everywhere else, progress must and does win, despite the die-hards.

As recently as 1932, Dr. J. H. Burn—Director of the Pharmacological Laboratories, Pharmaceutical Society of Great Britain—made a most exhaustive examination into the suitability of ALUMINIUM for cooking utensils.

In his report, Dr. Burn states :—

“At the time when I was asked, I had no special knowledge of this matter, and I undertook the work because I was to be free to express whatever opinion the evidence warranted, even if unfavourable to the makers and sellers of ALUMINIUM vessels. *I was fully prepared to present an adverse report.*”

Now those are Dr. Burn's own words and no one could ask for a more unbiased referee or a more open mind.

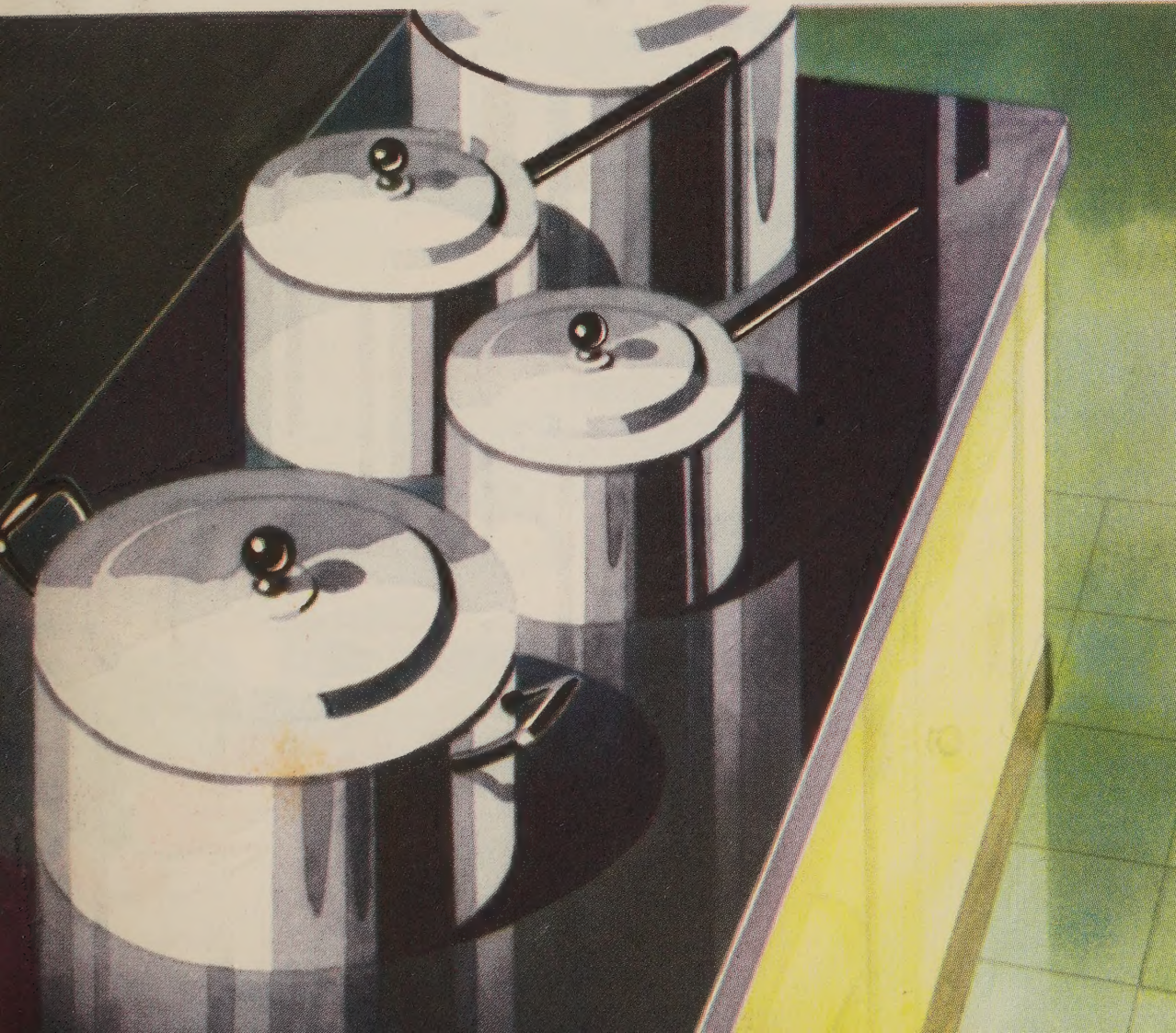
The report reviews every aspect of the matter and concluding, Dr. Burn writes :—

“The final conclusion is in no doubt—that ALUMINIUM cooking vessels offer *no danger to health.*”

There we can leave the matter with the opposition properly and scientifically refuted, and the following advantages of ALUMINIUM for cooking utensils remain with added weight.

1. **ALUMINIUM** is a superior heat conductor.
This means :—

QUICKER COOKING
LESS HEAT
MORE LEISURE
TIME SAVED
MONEY SAVED.

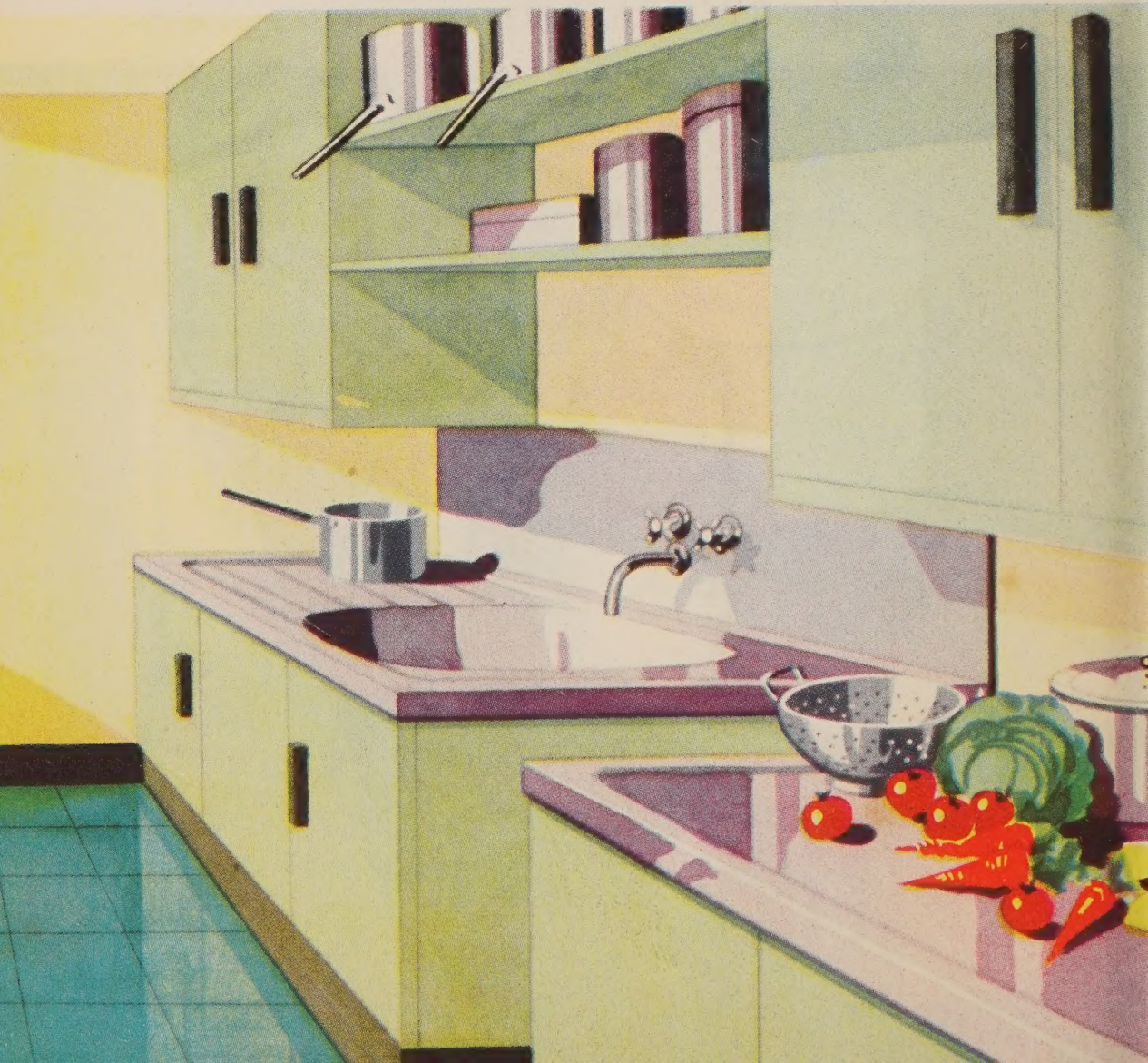


2. **ALUMINIUM** is the lightest and brightest metal for utensils. This means :—

LIGHTER WORK
LIGHTER KITCHENS
BRIGHTER KITCHENS.

3. **ALUMINIUM** is the best metal next to gold or platinum, for Culinary utensils. This means :—

LESS LOSS OF VITAMINS
RETENTION OF MAXIMUM
FOOD VALUES.



on every count
ALUMINIUM
vessels win the
day . . .

Every woman should lessen and lighten her work,
improve her already well-ordered kitchen, add to
her leisure and add to the food value of her cooking
by using only

ALUMINIUM
utensils

Issued by The British Aluminium Hollow-Ware Manufacturers' Association, Chamber of Commerce, Birmingham, England, who will be happy to supply any information you require.

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